R.J. Reynolds Tobacco Company
1998 National Pack Promotion

Account: **Pine Lesser & Sons Inc. #363720**

Brand Promotion	**WINSTON** DPC ($3.00 Off Invoice) #800340 (20 Pack Display)

Display Packing

1 carton **black-lined and stickered** Winston Box Kings
1 carton **black-lined and stickered** Winston Box Lights

Disc Reporting

⇒ Following are standard RJR Promotion Descriptions. **It is important that these be entered correctly since RJR Wholesale Partners performance payments will be based on promotions reported.**

◊ NOTE: 'Reported Correctly' means that on the UIR (Unique Identifier Record) of the data file:

1. **Brand Descriptions** must be complete.
2. **Promotion Indicator** must be **'Y'** for all promotions.
3. **Promotion Descriptions** must be provided in the Promotion Description Field (not the Brand Description Field) exactly as listed. **If the promotion description is not exact, including spaces, placements, will not be reported for that promotion. After the promotion description is properly entered, you may add an optional description if you wish.**

Brand Description	Indicator	**Required** Promotion Description	Optional Description
WINSTON KS BX	Y	WIN APR .30/1 PK	
WINSTON 85 BX LT	Y	WIN APR .30/1 PK	

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the partners Help Desk at (800) 230-9732.

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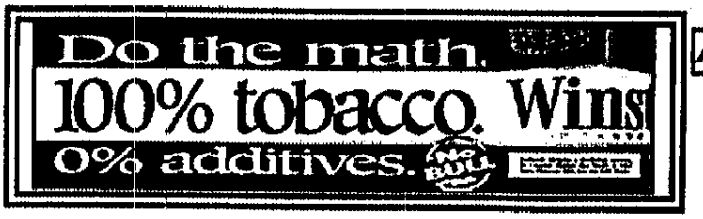
Source: https://www.industrydocuments.ucsf.edu/docs/skfy0000



April Winston DPC (30¢ Off 1 Pack)
R.J. Reynolds Tobacco Company
1998 National Pack Promotion

Account: **Pine Lesser & Sons Inc. #363720**

Brand Promotion	**WINSTON** DPC (30¢ Off 1 Pack) #800340 (20 Pack Display)
Billable Cartons	1 carton Winston Box Kings 1 carton Winston Box Lights
Allocation (cs)	• 1 cs Winston Box Kings (12M) • 1 cs Winston Lights Box (6M)
$ Amount	**$1,153.45**
Delivery Date	April 6, 1998
Displays	15
Display Assembly Timing	Immediately
Displays Shipped to Retail	→ Send displays automatically to accounts on attached list beginning week of **4/6/98.** → Complete distribution of displays to at least 80% of accounts on list by **4/27/98** → Cross out any account that refuses promotion, sign, date, and return list to Lanny Wolfe for payment by **5/4/98.**
Packing and shipping payment	$ 28.00 per 12M case of live product.

☎ Voice Mail 800-757-8255 #48795 if you have any questions.

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Source: https://www.industrydocuments.ucsf.edu/docs/skfy0000

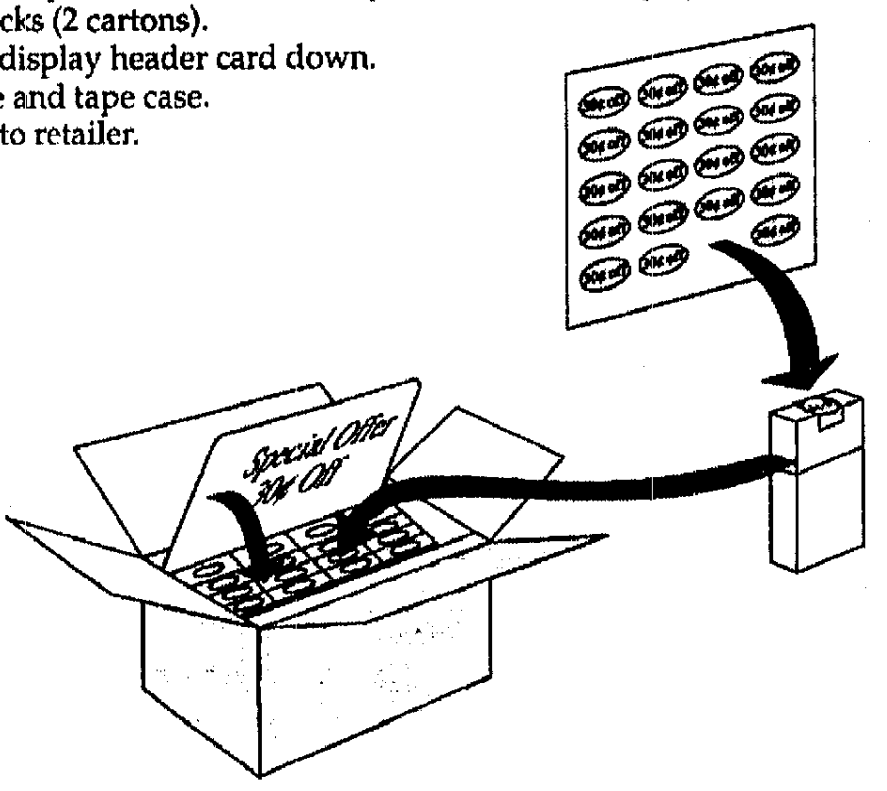
WHOLESALER PACKING INSTRUCTIONS

DEEPER PROMOTION COVERAGE **2ND QTR.'98**

April Winston .30 cents off 1 pack Product to be stickered by Direct Account

STEPS

1. Open DPC shipping case.
2. Place "30¢ off" price stickers on TOP of packs.
3. Load 10 packs of same brand style in each row. Display holds 20 packs (2 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item#
541553 Winston 20 Pack DPC Display/Shipper
541550 Winston DPC .30 VPR's (20 per sheet)
Promotion Reporting Description: WIN APR .30/1 PK

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/skfy0000

Pine Lesser & Sons

ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
273738	BEEKMAN LIQUORS	246 ROCK RD	GLEN ROCK	NJ	07452	201 445 0712
582800	CEDAR GROVE LIQUORS	597 POMPTON AVE	CEDAR GROVE	NJ	07009	973 239 1068
273320	MC DERMOTT'S DRUG	433 UNION AVE	PATERSON	NJ	07502	973 790 8486
273440	PARUTA'S, INC.	89 MARKET ST	PATERSON	NJ	07505	201 684 2943
273677	RAMSEY LIQUORS	41 W MAIN ST	RAMSEY	NJ	07446	201 327 0353
399603	NAZIMEKS MARKET	567 VAN HOUTEN AVE	CLIFTON	NJ	07013	973 777 2038
400777	PILGRIM LIQUORS	283 POMPTON AVE	VERONA	NJ	07044	973 239 4322
410824	GIENOZZO'S DELI	302 JACKSON AVE	WEST PATERSON	NJ	07424	973 523 3307
486266	MCBRIDE LIQUORS	1019 MCBRIDE AVE	WEST PATERSON	NJ	07424	973 256 3285
720819	MCBRIDE FOOD MAR&DEL	500 MCBRIDE AVE	WEST PATERSON	NJ	07424	973 977 8666
734567	CARMELLAS COOKIE INC	770 VAN HOUTEN AVE	CLIFTON	NJ	07013	201 779 2288
770540	THE GREETING PLACE	1221 VAN HOUTEN AVE	CLIFTON	NJ	07013	973 777 7630
770922	FONTANAROSA DELI MKT	86 LINCOLN AVE	TOTOWA	NJ	07512	973 942 7784
771108	FRANKLIN LAKES DELI	436 PULIS AVE	FRANKLIN LAKES	NJ	07417	201 891 4464
771577	HALEDON DELI	315 BELMONT AVE	HALEDON	NJ	07508	973 942 9521
TOTAL:	15					

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3/12/98

Source: https://www.industrydocuments.ucsf.edu/docs/skfy0000